

N94P Commercial Activities: How to Request Marketing Services

ServiceNow Case Submission

- Navigate to the Customer Portal at <https://www.navylifema.com/marketing>
- You **MUST** have an active ServiceNow account* **BEFORE** you can submit a Marketing Request
- Click here to submit a Marketing Request.
- Don't forget to bookmark this page if you haven't already!

Navy Region Mid-Atlantic N94 Commercial Activities Marketing - ServiceNow Customer Portal

Welcome to the NRMA N9 Marketing ServiceNow Customer Portal. From this page, customers of the N94 Commercial Activities Program can use the resources below to start utilizing the new ServiceNow platform for submitting marketing requests. The documents below will show you how to register, how to submit marketing requests, and where to submit those requests. Once the case submission form has been completed, an automated ServiceNow response will be sent to your email to confirm that your submission has been received. Marketing reserves the right to reduce, cancel, or shift print-production quantities to digital media only.

If you do not have a ServiceNow account [CLICK HERE](#) to register. If you have questions regarding registration or case submission, please review the Resource Documents provided below.

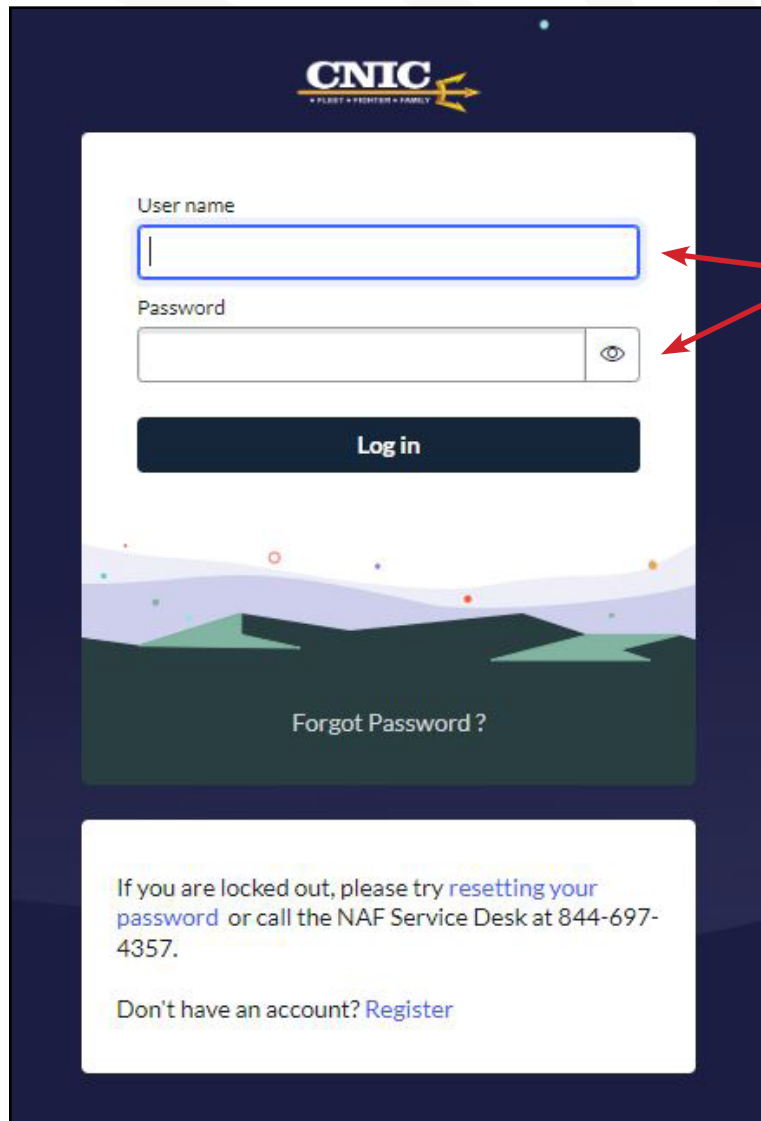
Online Request Forms

Resource Documents:	Request Forms:
How to register for an account How to submit a marketing case	Only people who currently have a ServiceNow account can utilize the links below. Do not use these links to try and register for an account. If new to ServiceNow, please click HERE to register for an account.
Training Videos: *You must be registered and signed in to your account to view training materials. Registering for an Account This article/video provides a step-by-step guide for registering a new ServiceNow account within the ServiceNow platform. Marketing Requestor This article/video provides an overview of the key capabilities available to requesters within the ServiceNow platform. Requesters can submit service requests, track their status, communicate with fulfillers, and access knowledge articles and resources.	Design, Digital and Print Production Marketing Request Form Please use this form for ALL marketing request submissions regardless of your program. Website Updates Please use this form for any Navy Region Mid-Atlantic website updates or additions you have.

*If you do **NOT** receive an Account Confirmation email, you **MUST** contact IT directly at 1-844-697-4357 to receive a temporary password. The Marketing Department cannot provide one.

N94P Commercial Activities: How to Request Marketing Services

ServiceNow Case Submission



CNIC
• FLEET • FIGHTER • FAMILY

User name

Password

Log in

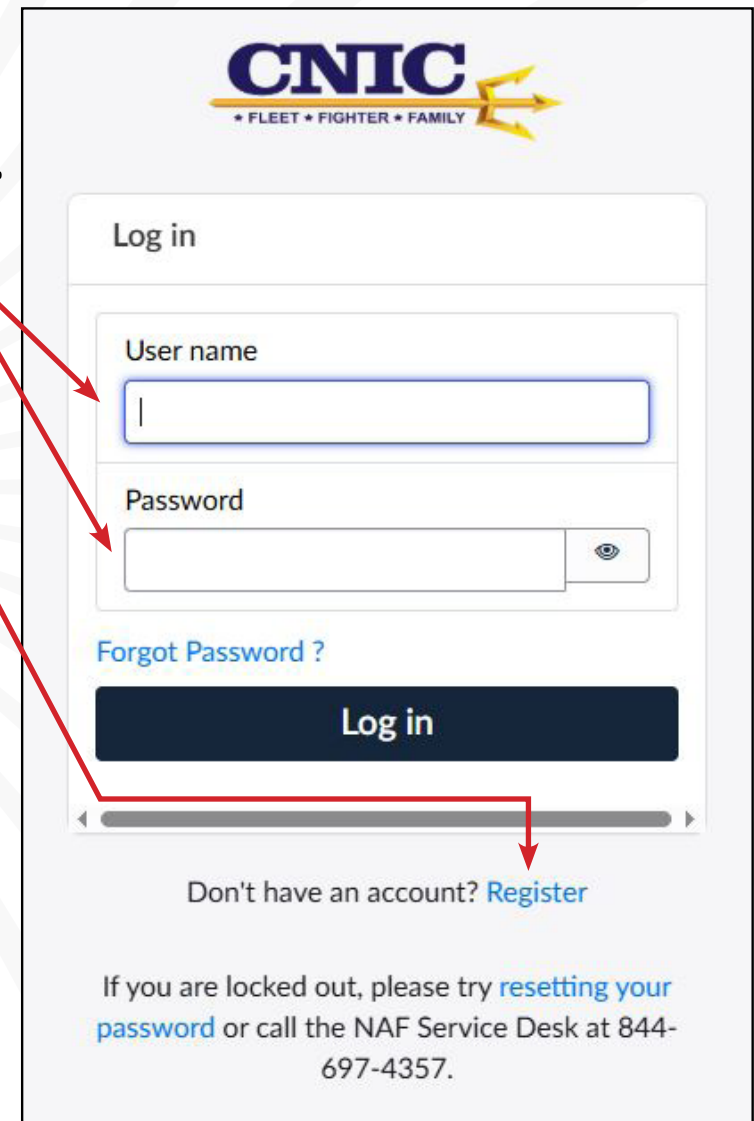
Forgot Password ?

If you are locked out, please try [resetting your password](#) or call the NAF Service Desk at 844-697-4357.

Don't have an account? [Register](#)

NOTE: The appearance of your login screen may vary.

- Input User name and Password to login.
- Click Register if you do not have an account.
- Registration steps can be viewed in [this separate guide](#).



CNIC
• FLEET • FIGHTER • FAMILY

Log in

User name

Password

Forgot Password ?

Log in

Don't have an account? [Register](#)

If you are locked out, please try [resetting your password](#) or call the NAF Service Desk at 844-697-4357.

N94P Commercial Activities: How to Request Marketing Services

ServiceNow Case Submission

- Populate fields to the best of your knowledge.
- **Project Title is how your Case will be referred to in the system.**
- **Case Location Details: You are submitting for an <Installation> & Location IS your installation.**

Home > Government Service > Marketing Services > Design, Printing, and Video

Design, Printing, and Video

Marketing assistance for graphics, print and video services only, such as reprints or revisions of business cards, brochures, merchandise, branded giveaway products, signage, visual merchandising or support with photoshoots, videos or multimedia products.

* Indicates required

Case Requester Details

*Opened by
Mallory Lewis

*Program / N-Code
NAF Marketing and Communications

☐ Program not listed

Project Title
*Please give a short title for your project

Case Location Details
*I am submitting this for a(n) -- None --

*Location

Save as Draft
Submit

Required information
Please give a short title for your project
I am submitting this for a(n)
Location
Please provide a short description of your request
Requested Delivery Date

***Do NOT submit Cases for Locations other than your own.**

N94P Commercial Activities: How to Request Marketing Services

ServiceNow Case Submission

- Continue to populate fields to the best of your knowledge.
- If the services you request are tied to an Event and you cannot find the Event in the drop down, use the link to create one*.
- If the Event POCs (i.e. for registration or questions) are different than yourself, indicate who the Event POCs are.

The screenshot shows the 'Case Funding Details' and 'Related Event Details' sections of a ServiceNow form. Red arrows indicate the flow of the process: one arrow points from the 'here' link in the 'Related Event Details' section to the 'Save as Draft' button, and another arrow points from the 'Save as Draft' button to the 'Submit' button. The 'Required information' section on the right lists fields: 'Please give a short title for your project', 'I am submitting this for a(n)', 'Location', 'Please provide a short description of your request', and 'Requested Delivery Date'.

Case Funding Details

Company

Cost Center

GL Account

Related Event Details

You can select from the list of Events below. If you cannot find your Event, you submit a new one [here](#).

Related Event

Event POCs

Use this field to list additional POC details such as Phone or Email

Required information

Please give a short title for your project

I am submitting this for a(n)

Location

Please provide a short description of your request

Requested Delivery Date

***ATTENTION:** It is recommended you save your current Case as a Draft before navigating to the Create Event window, as you will get timed out after 15 minutes.

N94P Commercial Activities: How to Request Marketing Services

ServiceNow Case Submission

- Please note that the Marketing Department will set due dates internally after reviewing your request.
- **Delivery Address** is required for the timely processing of your request.
- **Design Requests** is where you can request certain graphic elements.
- **Art Copy** is the raw text featured on your requested item(s).

The screenshot shows a ServiceNow case submission form. On the left, a list of instructions points to specific fields with red arrows: 'Delivery Address' points to the address field, 'Design Requests' points to the design request text area, and 'Art Copy' points to the art copy text area. The form itself is titled 'Case Details' and includes several sections: a description field, a 'Requested Delivery Date' field with a calendar icon, a 'Delivery Address' field, a 'Design Requests' field, and an 'Art Copy' field. On the right side of the form, there is a 'Required information' section with a list of fields: 'Please give a short title for your project', 'I am submitting this for a(n)', 'Location', 'Please provide a short description of your request', and 'Requested Delivery Date'. At the top right of the form, there are buttons for 'Save as Draft' and 'Submit'.

Case Details

* Please provide a short description of your request ?

* Requested Delivery Date ?

Please note that late requests are subject to approval by the Marketing Department, and not all components of the request may be fulfilled. For questions about timelines or to discuss what can be provided, please reach out to your marketing representative.

YYYY-MM-DD

Delivery Address ?

Please provide a valid delivery address, and any notes, such as "ATTN" or "No loading dock". This information may be relayed to vendors or shipping companies such as Fedex or UPS.

Design Requests ?

Feel free to specify themes (scary, kid-friendly, etc.), colors (such as SAPR teal or DV purple), or recommend images or design styles and our design team can incorporate to the best of our abilities. Please upload examples or previous files for visual references, or provide a link, if available.

Art Copy

Save as Draft

Submit

Required information

Please give a short title for your project

I am submitting this for a(n)

Location

Please provide a short description of your request

Requested Delivery Date

N94P Commercial Activities: How to Request Marketing Services

ServiceNow Case Submission

- If you need artwork files from us that will be used to place an order with an outside vendor, please include their file specifications.
- Click Add* to select which marketing products you would like.
- Use the Additional Details field to provide any extra pertinent information.
- Attachments such as event write-ups, reference photos, and distribution lists are encouraged.

The screenshot shows the 'Art Specifications from Vendor' form in ServiceNow. The form includes a text area for specifications, a 'Please Note' section, a table for 'Requested Marketing Offerings', an 'Additional Details' field, and an 'Add attachments' button. A modal window titled 'Add Row' is open, showing fields for 'Category', 'Offering', and 'Quantity' (set to 1). Red arrows point from the list items to the 'Add' button, the 'Additional Details' field, and the 'Add attachments' button. A red arrow also points from the 'Add Row' modal to the text '*Opens in a new window'.

Art Specifications from Vendor ⓘ

"i.e., Art Sizes, File Formats or links to templates. You can also attach template documents below." ✕

Please Note: If requesting specific products for your facility, you may select using the table below. Please note that final deliverables are determined by the Marketing Department based off campaign requirements – discuss your options with your marketing representative. If unsure or product desired is not listed, you can detail request in the Additional Details section.

Requested Marketing Offerings

Add Remove All

Actions	Category	Offering	Quantity	Location
No data to display				

Additional Details

Add attachments

Save as Draft

Submit

Required information

Please give a short title for your project

I am submitting this for a(n)

Location

Please provide a short description of your request

Requested Delivery Date

*Opens in a new window

Add Row ✕

Category

Offering

Quantity

1

Cancel Add

N94P Commercial Activities: How to Request Marketing Services

ServiceNow Case Submission

- When you have populated the Marketing Offerings with your selected items, please click **Submit** to send your Case to the Marketing Department.
- You will receive confirmation of your submission via email from ServiceNow.

Thank you!

The screenshot shows a ServiceNow form titled "Art Specifications from Vendor". It includes a text area for "i.e., Art Sizes, File Formats or links to templates. You can also attach template documents below." and a "Please Note" section. Below this is a table of "Requested Marketing Offerings" with columns for Actions, Category, Offering, Quantity, and Location. The table contains three rows of sample data. To the right of the table are buttons for "Add" and "Remove All", and a "Submit" button. Below the table is an "Additional Details" section. On the far right, there is a "Required information" section with three input fields: "Please give a short title for your project", "Please provide a short description of your request", and "Requested Delivery Date". A red arrow points from the "Submit" button to the "Requested Delivery Date" field.

Art Specifications from Vendor ⓘ

"i.e., Art Sizes, File Formats or links to templates. You can also attach template documents below." ✕

Please Note: If requesting specific products for your facility, you may select using the table below. Please note that final deliverables are determined by the Marketing Department based off campaign requirements – discuss your options with your marketing representative. If unsure or product desired is not listed, you can detail request in the Additional Details section.

Requested Marketing Offerings

Add **Remove All**

Actions	Category	Offering	Quantity	Location
	Digital	Digital Flyer	1	Navy Region Mid Atlantic
	Print	Poster Small (11" x 17")	10	Navy Region Mid-Atlantic
	Print	Banner Outdoor Mesh (6" x 3")	2	Navy Region Mid-Atlantic

Additional Details

Save as Draft

Submit

Required information

Please give a short title for your project

Please provide a short description of your request

Requested Delivery Date

***ATTENTION:** The above list of Marketing Offerings is a sample of how yours will look after making your selections. **DO NOT** submit a Case with NO offerings selected.